

Abstract

Title: Marketing Research of Customer Satisfaction in Tennis Center Dobříš

Objectives: The aim of this thesis is to find out customer satisfaction with the service provided in Tennis Center Dobříš. Based on the data from survey and identified shortcomings suggest proposals to improve customer service.

Methods: Marketing research was based on questionnaire survey. Writing questionnaire method was chosen. It is a primary data. The results are clearly summarized into graphs.

To acquire informations of actual situation was used semi-structured interview. Information from interview leads to the creation of the questionnaire.

Results: The results of marketing analysis shows, that customers of Tennis Center Dobříš are mostly satisfied. There were also identified the shortcomings and on their base were developed suggestions to improve the current quality.

Keywords: Service, service quality sports marketing, service marketing mix